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AUTHOR Weinberg, Barry M.
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ABSTRACT

This two-part paper provides guidance on alternative sources of funding for college scholarships and describes Anne Arundel Community College's (AACC's) Scholarship Fund Raising Campaign. First, an outline is presented, covering: (1) prerequisites to fundraising (i.e., leadership, sense of direction, commitment, and a plan for identifying, screening, rating and assigning donors); (2) sources of giving, including individuals, corporations and businesses, foundations, associations, religious groups, and fund-raising consortiums; (3) motivations for giving, including belief in a cause, the challenge of making an impact, the need to be recognized, a feeling of loyalty and obligation, a desire to help others, and a need for salvation; (4) characteristic types of givers (i.e., impulsive, habitual, thoughtful, and careful); and (5) fund-raising activities, including faculty-student athletic challenges, community yard sales, a college talent show, and a performing arts series. Following a set of flyers from a sample of AACC events, a more detailed description of AACC's scholarship fund-raising campaign is provided. Information is provided on each of the campaign's major activities, including Recognition Club, Memorial Scholarship, payroll deduction, and special group scholarship programs. (AJL)

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Anne Arundel Community College

Outline

Alternate Sources of Funding - Scholarship Fund Raising

Ann Arundel Community College Scholarship Fund Raising Campaign.

Dr. Barry M. Weinberg

Director of Financial Aid/Veteran Affairs

Anne Arundel Community College

Fall 1988

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Alternative Sources of Funding - Scholarship Fund Raising

Prerequisites to Fund Raising

1. Leadership - from president, board of trustees, alumni
- establish priorities
2. Sense of Direction - identification and understanding
of institutional mission
3. Commitment - budget, staff, presidential involvement
4. Plan for identifying, screening, rating, and assigning
donors - who gave in the past, who are the alumni, who
knows who, how much can they give, who is
going to ask.

Sources of Giving

1. Individuals - 85% of all contributions to education
are made by individuals.
2. Corporations and Business - matching gifts, etc.
3. Foundations - 6 to 8 % of contributions to education.
4. Associations - Jr. League, American Cancer Society,
heart association, civic organizations.
5. Religious Groups - churches, denominations.
6. Fund Raising Consortiums - United Negro College
Fund.

Motivation for Giving

There are identifiable patterns of motives that influence those individuals who make large gifts to non-profit institutions such as colleges and universities.

1. Belief In A Cause (Pride in Association)

Often, an individual has experienced personally, or been witness to a family experience that causes an abiding interest in a worthwhile cause, i.e., the college that means so much. This "belief" motive can be one of the strongest attractions for supporting your cause. For the prospective donor who believes in causes such as scholarships, your college, etc., the "belief" motive can help make your strongest case for support.

2. The Challenge of Making an Impact (Being with a Winner)

Some individuals are excited with the prospects of making a gift that is large enough to make an impact. "Impact" desires can range from making a gift of sufficient size to assure the success of scholarship campaign to providing endowment funds to guarantee long-range scholarship funding, or even continuation of the college.

Related to "impact" can be curiosity about how the impact project would take place, the fun and exhilaration of anticipating and/or seeing the plan or program implemented. Often, a wealthy individual who has provided the initial impact funds becomes so caught up in the adventure that additional endowment funds are left in a bequest and/or the family members are instructed to provide annual funding for the project or program.

3. Need to be Recognized

Everyone wants to be recognized, appreciated, approved of and remembered, some to greater degrees than others, and some by

select individuals rather than the general public. For others who are highly competitive, recognition of success by the right people can be a driving force that will produce a large gift, i.e., "Top that if you can." For many, there is also a touch of a desire for immortality that a gift can provide by naming an endowed scholarship which serves to perpetuate a name or a family name. Related to competition may be power, in the form of a big gift that can influence others or the direction of the institution.

Since this need is so strong in many individuals, it is important to take special measures to demonstrate that the institution will never forget its benefactors. This can be emphasized by making certain that not only plaques but mini-profiles of donors are placed throughout the institution; that the historical record of gifts is placed in the Honor Roll in the main lobby or quadrangle; that programs which have been supported through the years carry the reminder to future generations that the benefactor played a key role in providing the scholarship program or endowment.

4. Feeling of Loyalty and Obligation (Sense of Belonging)

Loyalty can be a number of related factors, i.e., appreciation for personal and/or family help, benefits, or past service to the institution by family members; remembrance of a key person connected with the institution and their important program that continues, etc.

Although some individuals will demonstrate loyalty to an institution with verbal support or attendance at events, not all

back this participatory loyalty with financial support. Some reasons include not being asked personally by the right person, never cultivating the giving habit, and rationalizing or not perceiving that their financial support is important.

5. Desire to Help Others (Sense of Satisfaction)

A real desire to help others in the contemporary setting and/or future generations is a major motive for giving. Such feelings of genuine concern for others (altruism) constitute the basis for developing most cases for support, i.e., an opportunity to solve a recurring institutional problem, or to financially help the next generation of students.

6. There are many individuals who accumulated their wealth by thinking of themselves first (opportunists) and/or their corporation or profession that provided their income. They may, therefore, not be predisposed to giving their fortunes to others without some personal (or business) benefit. For others, there may be personal circumstances that cause them to hoard their wealth or to give it to specific causes. Such factors as buying salvation by sharing earthly gains with others less fortunate; or support of a hospital or medical research as insurance should the individual (or family) be stricken in the future, are powerful motives for giving.

Seeking a direct benefit in exchange for a large gift relates to the motive of receiving a return on one's investment, even a philanthropic investment, i.e., tax benefits of giving; acceptance by the president, board of trustees; getting an

honorary degree or equivalent recognition; and receiving income from the gift as in annuity, venture capital investment involving the institution; advertising via getting recognition in the community for one's business or profession by making a substantial gift to a cause that has the approval and support of constituents.

"Judge not..." is an important reminder that even the most selfish of motives can be turned into positive gifts and can serve to help a wealthy prospect. Giving not only helps the college, obviously, but also can relieve weighty burdens for the donor, fulfilling an inner emotional need and providing comfort and relief in the knowledge that they have made a wise philanthropic investment in supporting your institution.

Do not overlook the power of the deans and president in cultivation/solicitation. Many donors give to the institution where the president or deans took the time from their busy schedules to pay attention to the wealthy prospect.

Four Characteristic Types of Givers

1. Impulsive- spur of the moment, no schedule
2. By Habit - in January, 1st day of month, etc.
3. Thoughtful - reasons out giving funds. Approach by saying "would you consider...", "give this idea some thought".
4. Careful - investigates, looks at budgets, asks where money will go.

Some Random Thoughts

1. People give when it is of greater value to give than it is to keep their money. Ex.- 2 for 1 dinner coupons, tax benefits.
2. People give to something they are interested in rather than just to an institution. Ex.- contribute to the nursing program, the library, scholarships.
3. People like round numbers - \$500, \$1000 but not \$700.
4. People give by habit - it doesn't matter how much a donor gives the first time. What is important is developing the habit of giving.

Some College Scholarship Fund Raising Activities

Faculty - Student Athletic Challenges (Basketball, Softball)
 Community Yard Sale/Flea Market
 College Talent Show
 Cookbook
 Golf/Tennis Tournament/Banquet
 10K Run
 Dinner Theatre
 Payroll Deduction Scholarship Donation
 Memorial Scholarship Fund
 Performing Arts Series
 Raffle Parking Spots - "The Winner's Circle"
 Affinity Credit Cards
 Education Tree of Life

ANNE ARUNDEL COMMUNITY COLLEGE
ARNOLD MARYLAND

Memorandum

DATE: September 26, 1988
TO: All Faculty and Staff
FROM: Robert E. Kauffman, Theatre Arts Coordinator *PEK*
TITLE: Winner's Circle Scholarship Raffle
SUBTITLE: "The Tin Cup Has a New Luster"

Yes, it's tin cup time again. It's time for me to peddle the tickets for the Winner's Circle Music and Theatre Scholarship. You remember the one: the one where we sell you a single ticket for \$.50 or a real bargain of 3 for \$1.00. The one where all of the proceeds go to the most worthy cause of scholarships for music and theatre arts students. The one where the grand prize is the your-very-own-personalized-parking-space-which-you-have-chosen-yourself prize. The one where being the winner makes you the envy of the entire campus.

But things are different this year! This year I'm not going to beg you to contribute! No, not me! I don't have to. You've seen the parking lots in the morning! You've already worn out two pairs of shoes walking from your car to your office. You've already placed your want-ad for a used skateboard as an alternate method of transportation. This year you need me! Well, maybe not me exactly, but those wonderful raffle tickets I'm selling.

Oh, heck! I can't stand it. I need to grovel just a bit to keep in practice. Pretty please, won't you please buy some tickets to help us out?

You must act quickly. The drawing for this semester will be held Thursday, October 6. Fill out the attached form and send it to me via interoffice mail, or call me at X458, or call Janice Macaulay at X299, or call or see Barry Weinberg. My personalized delivery system will maintain the same high standards established last year.

Name _____ Ext. _____

Pretty please--won't you please let me buy some Winner's Circle Scholarship Raffle Tickets. I would like _____ Tickets @ \$.50 or 3/\$1.00 delivered as follows:

(surcharge for exotic deliveries: Tahiti would be nice)

THE WINNER'S CIRCLE

RAFFLE RAFFLE RAFFLE



Music/Theater
Scholarship Fund
Drawing October 6

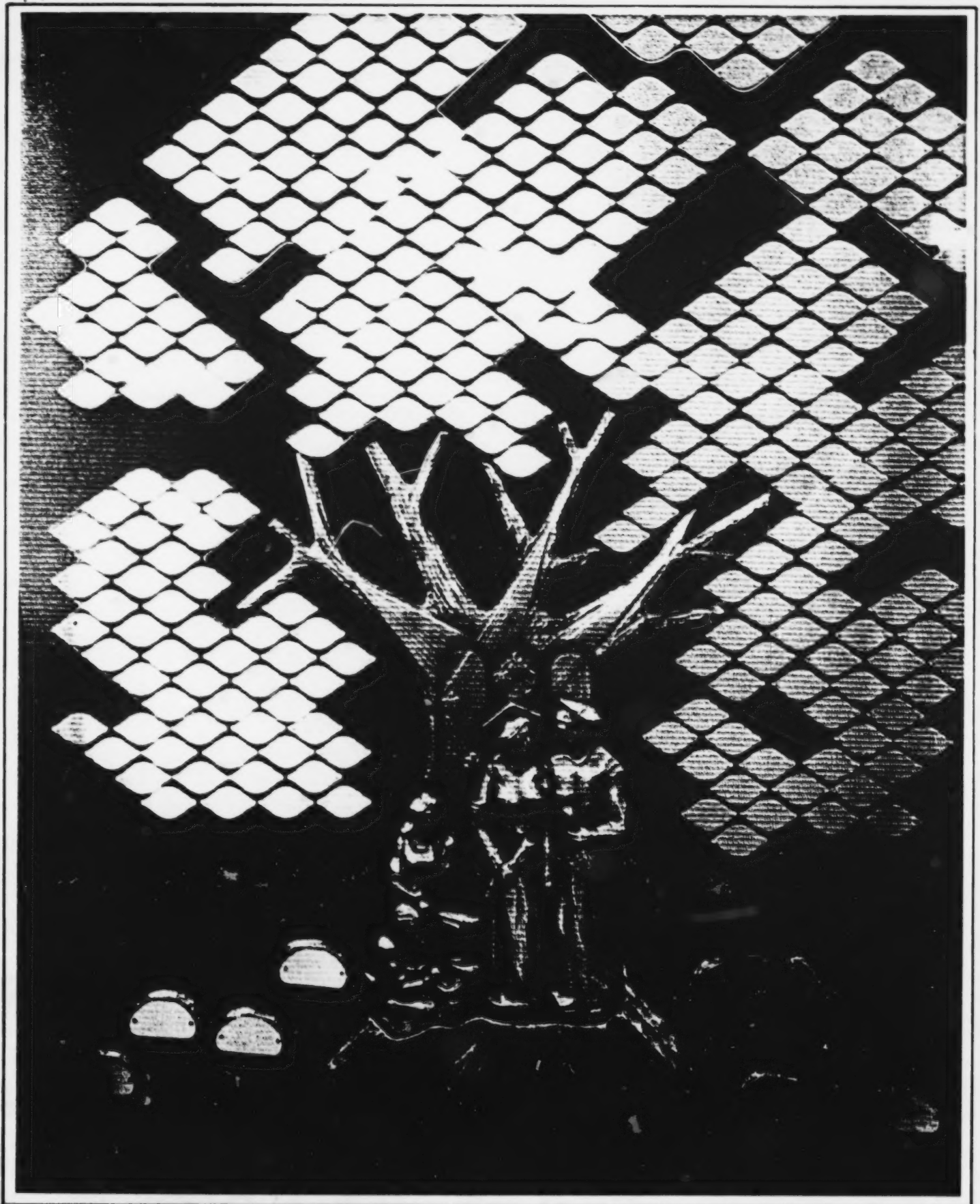
RESERVED PARKING

 Anne Arundel Community College

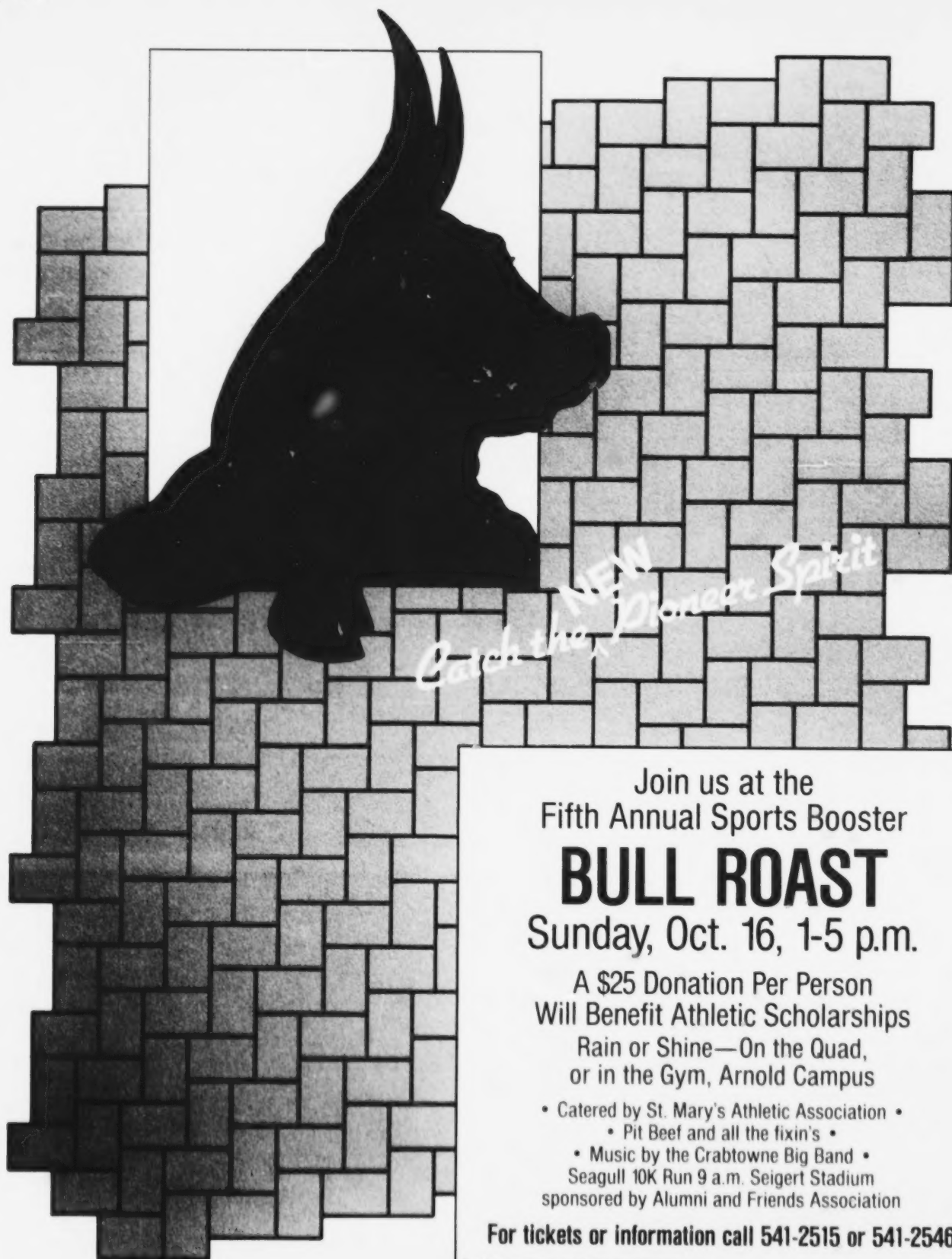
WIN YOUR VERY OWN PARKING SPOT for the fall semester

Winner of the Music/Theater Scholarship Fund raffle will claim a personal parking space anywhere on campus—with the exception of the present numbered and reserved spaces. The space will be designated for the winner's exclusive use during the entire semester. Tickets may be purchased from music/theater students or in the Theater Box office, or Student Center room 15. Drawing will be October 6.

Call 541-2280 or 541-2203
50¢ a ticket 3 tickets for \$1



"EDUCATION—A TREE OF LIFE"



Join us at the
Fifth Annual Sports Booster
BULL ROAST
Sunday, Oct. 16, 1-5 p.m.

A \$25 Donation Per Person
Will Benefit Athletic Scholarships
Rain or Shine—On the Quad,
or in the Gym, Arnold Campus

- Catered by St. Mary's Athletic Association •
 - Pit Beef and all the fixin's •
 - Music by the Crabtowne Big Band •
- Seagull 10K Run 9 a.m. Seigert Stadium
sponsored by Alumni and Friends Association

For tickets or information call 541-2515 or 541-2546

Posters courtesy of Manis Enterprises



Anne Arundel Community College



Anne Arundel
Community College

AACC gets financial boost

Fund-raising program has netted \$13,000 for college

By DEBORAH FUNK
Staff Writer

Hugo Gemignani remembers his childhood poring over baseball memorabilia and visiting Babe Ruth's Baltimore birthplace with his father.

He also recalls helping coach the Anne Arundel Community College to two national baseball tournaments, and that AACC was the only school both times whose players did not have scholarships.

So to marry the memories, and in a way, to fill the gaps, the AACC Environmental Center director and biology professor and his brother, Jim, set up a baseball scholarship at the college. They named it for their father, Gino Sr.

Gemignani is not the only faculty member helping students get through school financially.

In the first year of AACC's "We Are Family" campaign, many people — mostly faculty — have contributed \$13,000 to fund 11 new scholarships.

"I see it as a fantastic way for the faculty to give something back to the school that's meaningful," Gemig-

nani said.

"It's a way for the faculty to say, 'thank you.' It's a way for the faculty to help."

We Are Family is part of a proactive stance the two-year college is taking to raise private funds for its students' tuitions and fees, said Barry Weinberg, director of financial aid and veterans affairs.

"A Quality Investment," the umbrella scholarship drive, is designed to raise \$1 million over three years. Already, college officials have more than \$300,000 in the tuition chest, including the money from We Are Family.

Much like the United Way, employees can use a payroll deduction option and designate what scholarship their money will support. About 180 AACC workers have signed payroll deduction forms, Weinberg said.

"The whole faculty is really committed to us," Weinberg said. "It's the spirit of a real caring campus."

We Are Family is the brainchild of Weinberg, who, about a year ago, fused faculty-sponsored scholarships already beginning to take shape on the campus.

Though he'd been considering ways to coordinate a school-generated scholarship program for some time, it wasn't until officials from a small college in Ottumwa, Iowa presented their version of it at a conference that the idea took shape.

Now, the scholarship program at AACC is getting national attention.

Weinberg is scheduled to speak in the program in New York, Massachusetts and Maine during this academic year. He's already answered similar requests in Tennessee and Houston.

Nearly all of the scholarships are established by faculty members.

But one scholarship has been established by and named for Paula Trulock-Bricker, an older student who wants to give other women the chance to return to college.

Many of the endowments — whether part of We Are Family or under another part of A Quality Investment — are named for deceased faculty or family members, such as Gino Gemignani Sr., and former instructors Richard Weinberg and Martha Devaney.

NEW
Catch the Pioneer Spirit



5th Annual Sports Booster
▪ **PIONEER BULL ROAST** ▪
Athletics Scholarship Fund
Benefit

Sunday, Oct. 16
1-5 p.m. rain or shine
Arnold Campus Quad or Gym

Music by the CRABTOWNE BIG BAND—Pit Barbecue and Fixin's
Catered by St. Mary's Athletic Association
Softball, Tennis, Seagull 10K Run

TICKETS \$25
Call 541-2515 or 541-2546



Anne Arundel Community College



Anne Arundel Community College

Anne Arundel Community College Scholarship Fund Raising Campaign

"A Quality Investment"

DR. BARRY M. WEINBERG

DIRECTOR OF FINANCIAL AID & VETERAN AFFAIRS

ANNE ARUNDEL COMMUNITY COLLEGE

FALL 1988

Anne Arundel Community College Scholarship Fund Raising Campaign
"A Quality Investment"

Education in the United States, in Maryland and in Anne Arundel County has recently received a great deal of attention by the public and the news media. Such public attention and awareness, however, occurs in cycles and does not necessarily result in increased funding for education. We can almost be sure that the college will not receive a significant influx of county support above the level which it is receiving now. This means that we should not anticipate that the level of public funding of student financial assistance will be adequate, and consequently, we need to implement a program for increasing private support of financial aid to students at the college.

Anne Arundel Community College celebrated its 25th Anniversary during the 1987-88 academic year. During this silver anniversary year we initiated a three year one million dollar scholarship fund raising campaign. The one million dollars will fund a permanently endowed scholarship program. Organized around the marketing motto "A Quality Investment", the campaign consists of the following components:

1. Recognition Club Program (Gift Ladder)

It's difficult to decide how much to ask each contributor to give. We need substantial contributions, but we respect any expression of generosity.

Board of Trustees Club*	\$10,000 (Donors who
	contribute \$10,000 immediately

or at the rate of \$1000 or more annually or within the next ten years)

Presidents Club*	\$1000
Founders Club	\$500
Pioneer Club	\$250
Century Club	\$100
Anniversary Club	\$25

- * A Master plaque of all members will be on display in Ludlum Hall (Administration Building)

To qualify for one of the club categories, the contribution must be equal to or greater than the amounts listed above.

Individual contributors qualifying for any of the clubs will receive a gift of appreciation from the college. The gift will be commensurate with the amount of the donation.

2. Memorial Scholarship Program**

Memorial scholarships would be established to honor: (a) faculty, (b) family of faculty and (c) outstanding citizens.

** Individuals for whom memorial gifts of \$500 or more are received will be recognized by having their names engraved on the Anne Arundel Community College Memorial Scholarship Plaque. This plaque will be on display in Ludlum Hall (Administration Building).

3. Payroll Deduction Option

The college community will be informed of the campaign and be invited to contribute to either a specific scholarship program or to the general scholarship fund. Donors will receive a certificate of appreciation signed by the college president. The Financial Aid Committee will serve as contact people.

4. Campaign Literature and Publications

Letters (Appendixes A, B and C), and a pamphlet (a comprehensive is currently being prepared), highlighting the campaign and the motto "A Quality Investment", will be produced and distributed throughout campus and county. The Public Information Office and the Financial Aid/VA Office will work closely with the assistant to the president for planning and development in coordinating the marketing of the campaign.

5. Steering Committee

The following community and civic leaders have agreed to serve on the campaign advisory/steering committee. Individually and collectively, the members of the committee have demonstrated a commitment to the college scholarship program and an eagerness to participate in the development of the fund raising campaign.

William "Chip" Brendle	V.P., Coca-Cola of Annapolis, Inc.
William "Ed" Dey	IRS Attorney/Knights of Pythias
George Ebersberger, Jr.	President, Ebersberger and Associates, Inc.
Shirley Edmonds	Chairperson, Community Relations Team, C & P Telephone Co. of MD

David Hoffberger	David Hoffberger Services, Inc.
Charles S. Koegel	Manager, Productivity, Improvement, Command and Control Division, Westinghouse Electric Corporation
Edgar Mallick	College Business Manager/CPA
A. Divver Martin, III	Account Executive, Prudential-Bache, Inc.
Robert Pollero	College Faculty Member
Member of the college Board of Trustees	

The role and responsibility of the advisory committee is twofold: public relations and fund raising. Specifically, the committee: (a) along with the appropriate college officials, provides a clear signal to the external community that the college is launching a scholarship fund raising campaign to access funds from the private sector, (b) serves as an effective public relations vehicle for the campaign. The primary objectives of the committee are that of friend raising as well as fund raising, (c) will be asked to identify people who have money, people who have access to money, or people who manage money for others. The committee will determine which member has the best relationship and the best opportunity for success with each potential donor.

6. Board of Trustees Honor Scholarship Program

A maxim of fund raising asserts the gift response from Board leadership sets the standards for the solicitation program. If leaders will lead, others will follow their example. The pattern and example established by Board leadership is contagious. As the Board goes, so goes the campaign.

The Board of Trustees Honor Scholarship program is a merit scholarship program funded by the Board of Trustees of Anne Arundel Community College. The program provides two full-time tuition scholarships to each high school, public and private, in Anne Arundel County.

Eligibility Criteria

1. The recipients must be enrolled on a full-time basis.
2. The recipients must be county residents.
3. The recipients must be deemed honor students by the high schools. Each high school will establish its own definition of "honor student".
4. Academic merit is the prime determining eligibility criteria and financial need can be a secondary factor.
5. The scholarship shall be awarded without regard to race, color, sex, age, handicap or national origin.

Administrative Procedures

1. The Financial Aid/VA Office will distribute scholarship information and applications to all senior high schools in Anne Arundel County.
2. The Financial Aid/VA Office in conjunction with the Public Information Office, will prepare publicity materials for distribution to the high schools and the community.
3. High school personnel will identify two honor students who will be offered tuition scholarships.
4. The Financial Aid/VA Office in conjunction with the Public Information Office will arrange photo sessions, award

ceremonies, and submit press releases/photos to the appropriate parties (high schools, newspapers, local radio stations, recipients and in-house publications).

7. Handicapped Student Scholarship Program

These tuition scholarships are targeted for the hearing impaired, physically disabled, visually impaired, and learning disabled as identified by the Coordinator of Services to Disabled Students and Academic Advising. Recipients are classified as handicapped in accordance with Section 504 of the Vocational Rehabilitation Act of 1973.

The principle of the gifts will be invested with the earnings made available on an annual basis for activities such as transportation, personal household assistance, transcription of written materials, individual tutoring, typing, written materials, individual valet assistance, special equipment needs, books, tuition and fees, food, and other necessary elements of life attending Anne Arundel Community College. This fund is intended to be one not of restriction, but of openness which would pay those expenditures ordinarily not allowed in state and federal financial aid programs.

8. Alumni Scholarship Program

Sponsored by the Anne Arundel Community College Alumni Association, this scholarship awards a graduating student for outstanding academic achievement and excellence. The intent of the scholarship is to honor a graduating student in a one or two year program who has shown excellent achievement while attending

the college. The scholarship is a cash reward of \$500 made to individuals for purposes which will serve as an incentive and to assist them in furthering their career goals through enrollment at a senior institution.

9. Establish a Board of Trustees Appreciation Reception for corporate, community and individual donors. Held in the latter part of the spring semester, the reception serves as a token of appreciation for the sponsors of the college's scholarship programs.